



## Still an Opportunity to be the Next Alice in Dairyland

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MADISON – There is still an opportunity for you to be the next Alice in Dairyland. The Department of Agriculture, Trade and Consumer Protection (DATCP) has extended its application deadline to 4:30 p.m. on Monday, January 28.

Alice in Dairyland is a full-time public relations job for one year. She represents agriculture by connecting with consumers throughout Wisconsin, from schoolchildren to fairgoers, teaching the importance of agriculture in our everyday life. Alice in Dairyland has been Wisconsin's official agricultural ambassador since 1948.

Alice in Dairyland is a spokesperson and promotes Wisconsin agriculture in television, radio and print interviews. Alice in Dairyland speaks at many community events and visits hundreds of schools.

Applicants must be female and at least 21 years of age. Interested individuals need to demonstrate knowledge of Wisconsin agriculture and public speaking ability. Applicants should have experience, education or training in communications, marketing and public relations.

Qualified applicants will have a preliminary interview in February, and finalists will be announced in March. The 66th Alice in Dairyland will be selected in Calumet County during the three-day Finals, May 8-10. To learn more about the selection process, watch a five-minute video, titled *The Road to Becoming Alice in Dairyland*, at [youtube.com/widatcp](http://youtube.com/widatcp).

The one-year contract position headquartered in Madison will begin on June 3. Alice in Dairyland receives a \$40,000 annual salary; holiday, vacation and sick leave; reimbursement of professional travel expenses; use of a state-owned car for official business; and reimbursement for an individual health insurance premium up to \$450 a month.

For an application, visit [http://datcp.wi.gov/Business/Alice\\_in\\_Dairyland/Recruitment](http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment). To learn more, contact Becky Paris, the Alice in Dairyland Program Manager, at 608-224-5115 or [rebecca.paris@wisconsin.gov](mailto:rebecca.paris@wisconsin.gov).

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